Program/Project/Research Manager

DRYDEN COMMUNICATE KNOWLEDGE PLANNING

Dryden Flight Research Center
DCP- T- 003
Revision: Baseline

Objectives:

- to organize, streamline and unify communications efforts being undertaken independently by Offices and Centers, eliminating duplication and expanding product availability through internal and external communication.
- to make all Functional Offices, Program Offices, and Center Project Offices aware of the other's communication activities, combining the expertise of each group where appropriate and working in tandem.
- to make all modes of communication for all NASA audiences available to every scientist, technologist, engineer, program manager and project manager from start to finish of each project.
- to widen the knowledge and availability of information on NASA to all segments of the public by centrally locating the information online for inquiries to NASA.
- to provide for the collection of metrics as required by the Government Performance and Results Act, 1993.

Electronically Approved by: Associate Director

Note 1

Contact the Chief of the PACE Office to establish contact with Integrated communications team members.

Identify key project/program/ research technologies

START

Identify and define applications of technology in terms of Office of Aero-Space Technology

Identify possible application and benefits of technology for non- technical people

In conjunction
with communicate
knowledge
process owner
and members of
integrated
communications
team members,
review
established list of
products,
services, and
events
(See Note 1)

Select
communicate
knowledge
products, events,
and services that
best suit goals of
wide
dissemination of
knowledge
(See Note 2 on
next page)

Does this serve all
customer

segments?

to next

page

Yes

ALL DOCUMENTS ON THIS SITE http://www.dfrc.nasa.gov/DMS/dms.html ARE FOR REFERENCE ONLY THIS SITE IS UPDATED EVERY 30 DAYS

DCP- T- 003 Revision: Baseline



Work with integrated communications team members to develop detailed Project Communicate Knowledge plan

Identify
project/program/
research
milestones to
which
communicate- kno
wledge products,
events, and
services are tied

Establish budget for communicate- kno wledge products, and events

Document:
- communicate
knowledge product
services and
events

- project milestones to which communica te knowledge product services and events are tied - budget and distribution among communicate knowledge facilitating organizations

Receive approval in accordance with DCP-P-003

END

Note 2

PRODUCTS											
					CUSTOMERS						
	Aerospace		Educational	General	Government				News	Technical	
	Industry	Businesses	Community	Public	Agencies	Legislators	Libraries	Museums	Media	Community	Scho
News Releases*									X		
Fact Sheets*			Х	Х					Х		
Video "Fact Sheets"*			Х	Х							
Video Files*									Х		
Media Events									Х		
Interviews									Х		
Lithographs			Х	Х							
Technology Workshops	Х	Х								Х	
"Roadshows"	Х	Х				Х				Х	
Exhibits*	Х	Х	Х	Х	X	Х				Х	
NASA Tech Briefs*	Х	Х	Х		X	Х	Х			Х	
Technology OP Sheets	Х	Х								Х	
Success Stories	Х	Х				Х				Х	
Patents & Licensing	Х	Х			Х					Х	
Archival Services*							Х	Х		Х)
Archival Svcs-Research Library*											
Archival Svcs-Flight Data*											
Monographs	Х		Х	Х			Х		Х	Х	
Project Histories	Х		Х	Х			Х		Х	Х	
Tours*	Х	Х	Х	Х	Х	Х				Х	
X-Press Articles*			Х	Х			Х	Х	Х		
NASA Nights*			Х	Х			Х	Х	Х		
Speakers Bureau*	Х	Х	Х	Х	X		Х	Х	Х	Х	
Education Guides			Х								
Posters			Х	Х			Х	Х	Х		
Education Briefs			Х								
Educator Workshops*			Х			Х	Х	Х	Х		
Education Outreach*			Х			Х	Х	Х	Х		
Educator/Student Open Houses			Х			Х			Х		
Photographic Documentation*				Х				Х	Х	Х	,
Videographic Documentation*	Х		Х	Х	Х				Х	Х	
Graphic: Illustration/Animation	Х		Х	Х	X	Х			Х	Х	
Technical Reports*	Х	Х	Х		X		Х	Х	Х	Х	
WWW sites*	Х	Х	Х	Х	X	Х	Х	Х	Х	Х	2
Flight Data Archives*			Х		X					Х	
Flight/Sim Data CD			Х		X					Х	
Simulation Distribution	Х		Х		X					Х	
Feature Articles	Х	Х			X	Х	Х		Х	Х	
		L	I		roject, or resear			l			\vdash

ALL DOCUMENTS ON THIS SITE http://www.dfrc.nasa.gov/DMS/dms.html ARE FOR REFERENCE ONLY THIS SITE IS UPDATED EVERY 30 DAYS